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Parkergrams

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THE PARKER PEN CO.
JANESVILLE, WIS.

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No. 7

1042 PRIZE WINNERS SHARE \$2275.00 IN CASH AND OVER \$6000 IN PARKER PRODUCTS

JUDGES PRONOUNCE PARKER'S EXTRA PAY PLAN
A VALUABLE AID TO RETAIL SALESMANSHIP

WINNERS OF THE GRAND PRIZES

\$500



HARRY MARSHALL

received \$250 Cash, sharing 1st Prize with The Young Pharmacy of Hornell, N. Y., who received the remaining \$250.

\$250



MARTIN J. HOPKINS

received \$125 Cash, sharing 2nd Prize with N. Y. Perfumery Co. of Easton, Pa., who received the remaining \$125.

\$150



FRANCES DIAMOND

received \$75 Cash, sharing 3rd Prize with Jaxol's of Easton, Pa., who received the remaining \$75.

Parkergrams



Is Your Name Inside?
Winners of
300 CASH PRIZES
and
CHEVROLET AUTOMOBILE
in Parker's Extra Pay Plan
announced in this issue.

ANNOUNCING --- the winners of Parker's Extra Pay Contest

A Chevrolet Car -- to the writer of the best slogan
on any or all Parker Products.

For the best letter telling the methods used
in selling Parker Products:

1st Prize \$500.00	{	\$250.00 to store owner
		\$250.00 to sales person
2nd Prize \$250.00	{	\$125.00 to store owner
		\$125.00 to sales person
3rd Prize \$150.00	{	\$75.00 to store owner
		\$75.00 to sales person
4th to 10th - \$50 each	to sales person only	
11th to 25th - \$25 "	" "	" "
100 Prizes of \$5	" "	" "
175 " " \$1	" "	" "

Parkergrams

CHARLES ZIMMERMANN OF SAN DIEGO

WINNER OF
CHEVROLET AUTO



Selling Parker Products
gave him the idea
for this slogan---
selected by the judges
from 1673 submitted:

"The Parker for your pocket,
is the Parker for your desk."



THE

*Jerry McQuade
Editor, Drug Topics*



JUDGES

*Mr. J. A. Gilbert
Bus. Mgr. and Sect.
Office Appliances*



*Mr. H. P. Bridge, Jr.
Editor, The Keystone*

"Parker Dealers are Fortunate in Having Salespeople with Ideas," --says F. A. Gilbert

Somebody once said "Exchange of Ideas is the life-blood of business." Jerry McQuade, Editor of *Drug Topics*, heartily agrees.

In commenting on the letters written by Parker Salespeople, in competition for the cash awards, he says, "If every fountain pen salesperson could read these letters, and adopt their suggestions, the standards of retail salesmanship would be raised 100%. They are like a course in pen selling.

The Parker Pen Company should by all means publish excerpts from the best of them. Salespeople who study them carefully will sell more goods, and make themselves more valuable to their employers."

"Prize Winning Letters Are Like A Course In Pen Selling," --says Jerry McQuade

"One of the most difficult things I have ever attempted was to select, with the other contest judges, the best letters from among so many good ones," says J. A. Gilbert, Business Manager and Secretary of Office Appliances.

"Parker dealers are to be congratulated on having salespeople of such high calibre, and Parker is to be commended for offering 'Extra Pay' as an incentive for good salesmanship."

Parkergrams

Complete List of Cash Prize Winners

\$500.00 PRIZE WINNER

Harry Marshall and The Young Pharmacy of Hornell, N. Y.

\$250.00 PRIZE WINNER

Martin J. Hopkins and N. Y. Perfumery Syndicate of Easton, Pa.

\$150.00 PRIZE WINNER

Frances Diamond and Jaxol's Stores of Easton, Pa.

\$50.00 PRIZE WINNERS

Geo. G. Ruff, Lippman's Jewelers, Altoona, Pa.

Ernest C. Laird, Smith Brothers, Oakland, Calif.

E. V. Derf, E. V. Derf, The Jeweler, Plymouth, Ind.

Harry B. Miller, Miller Brothers, New Orleans, La.

Robert V. Bradford, Public Drug Co., Livingston, Mont.

Victor Thudium, Pantagraph Printing and Stationery, Bloomington, Ill.

John G. De Freitas, Paul D. Owen, Troy, N. Y.

\$25.00 PRIZE WINNERS

George H. Johnson, Lundborg Co., Inc., Worcester, C. G. Escobedo, Daniels Jewelry Co., Tucson, Ariz.

Carl C. Carius, A. Espenscheid, Peoria, Ill.

Joseph H. Meeker, The Exclusive Shoppe, Morris town, N. J.

Ann Dillavou, Dillavou Brothers, Inc., Billings, Mont.

Sylvester Lipic, Jos. Lipic Pen Co., St. Louis, Mo.

F. B. Wolff, F. B. Wolff, Jeweler, Chester, Ill.

A. George Burson, Joyner Drug Co., Spokane, Wash.

Joe Cockrell, The E. L. Steck Co., Austin, Tex.

Herbert H. Fink, S. Barker's Sons Co., Cleveland,

Josephine Willsey, Grants Book Shop, Inc., Utica

Grafton G. Hughes, Miller Bros., New Orleans, La.

Gertrude Hoker, Gordon Jewelry Co., Houston, Tex.

Alice M. Ziebell, Halfpap Bros., Green Bay, Wis.

H. S. Keys, Smith Brothers, Oakland, Calif.

Harold L. Kenner, Lowman & Hanford Co., Seattle,

Mrs. Casey, Schwabacher-Frey, San Francisco.

\$5.00 PRIZE WINNERS

Arthur Evertz Jr., Jos. Lipic Pen Co., St. Louis, Mo.

Chas. Zimmerman, Zimms, San Diego, Calif.

F. Leo Schaeffer, Fountain Pen Shop, Los Angeles,

Marie Raether, Gimbel Brothers, Milwaukee, Wis.

Marguerite F. Snow, Univ. of Chgo. Book Store,

Chicago, Ill.

W. H. Wright, W. H. Wright, Los Angeles, Calif.

Vera Mae Bischoff, S. G. Adams Co., St. Louis, Mo.

Dominick Terranova, Oreste E. Mascia, Harrison,

N. Y.

Lawrence J. Delaplaine, Lamb Brothers, Philadelphia, Pa.

Virginia J. Hickey, W. J. Zimmer Jewelers, Tarrytown, N. Y.

P. F. Swiney, Irving's Jewelry Store, Hammond, Ind.

Winners of \$50.00 Cash Prizes



GEO. G. RUFF
Lippman's Jewelers
Altoona, Pa.



ERNEST C. LAIRD
Smith Brothers
Oakland, Calif.



E. V. DERF
E. V. Derf, The Jeweler
Plymouth, Ind.



HARRY B. MILLER
Miller Brothers
New Orleans, La.



ROBERT V. BRADFORD
Robert V. Bradford
Livingston, Mont.



VICTOR THUDIUM
Pantagraph Printing
and Stationery
Bloomington, Ill.

Parkergrams



JOHN G. DE FREITAS
Paul D. Owen Co.
Troy, N. Y.
wins \$50.00 Cash and
\$15.00 Merchandise
Award.

Good ideas and extra
sales effort were well
rewarded.

Contest Brings Parker Dealers Thousands of Dollars In Extra Sales

That extra effort on the part of retail salespeople will actually create additional sales, has been definitely proved by Parker's Extra Pay Plan.

While retail salespeople are sharing \$2,275 in Cash, over \$6,000 in Parker Merchandise, and a brand new Chevrolet Car, dealers are splitting a melon amounting to over \$50,000 in Parker profits. And a big part of this profit is on *plus business*—brought about by aggressive salesmanship on the part of the men and women behind the counter.

Excerpts from the Prize Winning Letter

Lack of space prevents us from showing the entire prize letter, but brief excerpts from it are shown below. In the next and future issue of PARKERGRAMS, this letter as well as others will be shown in full.

"Our large pen case stands apart from the others, in the front of the store, making it impossible for a customer to come or go without seeing it. Have three desk sets on top of the case and keep case lighted all the time . . . Changed window display each week. First week I featured Desk Sets . . . Third week I featured Duette Sets . . .

. . . Fourth week, the trim explained in detail Parker's convertible features. Fifth week, Parker Pens exclusively . . . I filled my vest pockets with Parker Pens . . . customers would inquire why and this gave me the chance to show our complete line . . . I always explain all the features such as Pressureless Touch, Convertibility, etc. . . . My mornings off, I called on professional and business men and sold pens and desk sets . . ."

HARRY MARSHALL.

\$5.00 Prize Winners (cont.)

Ella Calliott, John W. Graham Co., Spokane, Wash.
E. R. Lauren, Mich. College of Mining & Technology, Houghton, Mich.
Charles H. Wilkinson, Royal Film Service, Jackson, Mich.
Mrs. Ethel L. Oakley, B. F. Schlesinger & Sons, Oakland, Calif.
Chas. E. Richter, Hollands Stores, Chicago, Ill.
Donald G. Taylor, Poundsford Staty. Co., Cincinnati, Gertrude C. Maley, L. S. Ayres & Co., Indianapolis, Miss Gertrude Gross, The Peoples Store, Chicago, Ill.
C. S. Edelstein, Gerald A. Cantor Jlry. Co., Detroit, Maidee McNamara, The E. W. Edwards Store, Rochester, N. Y.
Miss Rose Guarino, Adam Meldrum & Anderson Co., Buffalo, N. Y.
Mrs. Geo. C. Fakier, Geo. C. Fakier, Jeweler, Houma, La.
Ralph Emerson Woods Grimes, Strassforth Staty., Los Angeles, Calif.
Wm. E. Kitto, West Coast Staty. & Prg. Co. Los Angeles, Calif.
Charles J. Carr, Denver Stationery Co., Denver, Colo.
Charles B. Perry, R. Harris & Co., Washington, D. C.
Wm. Sidney Bell, L. Fred & Son, Waco, Texas.
J. A. Wirtz, The F. W. Roberts Co., Cleveland, Ohio.
B. D. Kellis, Cole & Erwin Jewelers, Detroit, Mich.
P. Earl Fahrney, P. Earl Fahrney, Washington, D. C.
Stillman B. Johnston, Potter Drug Co., Fresno, Calif.
Bernice Brown, Bernice Brown, Spokane, Wash.
S. L. Stirling, Schwabacher-Frey Co., Los Angeles, Cecil W. Evans, White Bros. Co., Jewelers, Baton Rouge, La.
Alyce Unruh, Alyce Unruh, Milwaukee, Wis.
Marie Berger, Daly's Pen Shop, Milwaukee, Wis.
Bertha E. Parsons, Popular Dry Goods Co., El Paso, Mrs. L. L. Gilman, L. L. Gilman, Jeweler & Optician, Bisbee, Ariz.
Mrs. B. Drees, Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis, Mo.
Oswald W. Coleman, Stewart Office Supply Co., Dallas, Texas.
Mahlon Ehret, Kemmerer Paper Co., Allentown, Pa.
Frank B. Paul, D. P. Paul Co., Norfolk, Va.
Herbert R. Jensen, Engineers Book Store, Room 17, Engineering Building, Minneapolis, Minn.
Abram Wasserman, Royal Office Supply Corp., New York City, N. Y.
Elizabeth Isaacson, Pierson Bros., Binghamton, N. Y.
A. Sherman, M. Sherman, Berwick, Pa.
Mrs. Lula Sheer, Davison Paxon Co. (Staty. Dept.) Atlanta, Ga.
Mrs. A. Frazier, Davison Paxon Co. (Staty. Dept.) Atlanta, Ga.
J. G. Linnell, Goodmans Bros., St. Paul, Minn.
John G. Heyne, Ed. Schuster & Co., Milwaukee, Mrs. Letia B. Marshall, Bessers, Buffalo, N. Y.
Miss Elizabeth O'Leary, John W. Graham & Co., Spokane, Wash.
Miss Theresa Mullen, George W. Jacobs & Co., Philadelphia, Pa.
Miss Irene Lindberry, Western Book & Staty. Co., care Wurzburgs D. G. Co., Grand Rapids,

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(\$5.00 PRIZE WINNERS, Continued)

Miss Minnie Wiener, Levy Bros. D. G. Co. (Staty. Dept.) Houston, Texas.

Miss Myra E. O'Neal, Woodbury Book Co., Danville, Ill.

Ted R. Damask, Teds Pen Shop, Omaha, Nebr.

B. M. Levoy, B. M. Levoy Inc., New York City, N. Y. Chas. C. Rea, H. H. Treudley & Co., Youngstown, O. Sally Noveck, J. Noveck, Atlantic City, N. J. Carolyn Lawrence, J. Vander Zanden, Green Bay, Stanley F. Heffner, Lehigh University Supply Bureau, Bethlehem, Pa.

Fred Johnson, Book Department C. & G. S. S. Fort Leavenworth, Kan.

Avis Brown, John W. Graham, 707-711 Sprague Ave., Spokane, Wash.

Lenora A. Stegemann, The Harris Co. (Staty. Dept.) San Bernardino, Cal.

Paul B. Nadolse, Stationers Corporation, Los Angeles, Calif.

E. W. Haddon, Stationers Corporation, Los Angeles, Sheldon R. Smith, Pembroke Co., Salt Lake City, Ut. G. R. Graham, Rockford Ptg. & Supply Co., Rockford, Ill.

Gertrude Frayer, The Emporium, St. Paul, Minn.

Mrs. R. J. Candel, M. L. Cohen & Co., Minneapolis, Sterley F. Jerue, McClain & Hedman Co., St. Paul, Morris Rogoway, Bernard's Jewelry Shop, Portland, Ore.

Mildred Cohen, Broder Ptg. & Staty. Co., Brooklyn, N. Y.

E. Waggener, Holland Drug Co., Herrin, Ill.

Alfredo Villaescusa, C. Ramirez & Co., Nogales, Arizona.

Esther Snell, E. G. Hoover, Jeweler, Harrisburg, Pa. Walter J. Slaughter, Fred C. Schaldenbrand, Detroit, Mich.

Ray Vanderhof, Brown's Book Shop, Madison, Wis.

J. L. Longino, Miller's Book Store, Atlanta, Ga.

Eleamor M. Ward, John Wanamaker, New York

Virginia Lemanski, Andrew J. Lloyd Co., Boston.

Fred Schomody, Nusbaum's, Canton, Ohio.

H. M. Burwell, Southern Calif. Book & Bible House, Los Angeles, Calif.

Esther Swanson, General Office Supply Co., Appleton, Wis.

Harvey R. Beaucamp, Budd Jewelry Co., Muskegon

Geo. G. Lazier, Roller Office Supply Co., Grand Forks, N. D.

S. Tessoow, S. Tessoow, New York City, N. Y.

E. R. Turnley, W. H. Kistler Staty. Co., Denver.

Sally Mulvaney, Wobbers Inc., San Francisco, Cal.

Miss Irma Anderson, Chandler's Inc., Evanston, Ill.

Walter M. McNevin, The Stationers Corp., Los Angeles, Calif.

Ralph L. Johnson, Chase's Pen Shop, Des Moines, Ia.

Harry Rifkin, A. Berman, Altoona, Pa.

L. A. Fanske, L. A. Fanske, Wayne, Nebr.

N. A. Krauss, Kay Jewelry Co., Oakland Calif.

W. R. Decker, Colonial Drug Co., Philadelphia, Pa.

Hyman Glasspiegel, John Glasspiegel Co., Milwaukee, Wis.

Ralph W. Graham, Stockwell & Binney, San Bernardino, Cal.

Miss N. Howell, Gimbel Bros. Fountain Pen Dept., Philadelphia.

1042 ENTRANTS EARN MERCHANDISE AWARDS

Received over \$6,000 in Parker Products

Not least among the awards in Parker's Extra Pay Plan are 1042 separate merchandise prizes divided among Duofold Pens, Duofold Pen and Pencil Sets, and Duofold Desk Sets.

Salespeople in every type and size store are participating in this great distribution of rewards for extra effort. One of the fundamentals of the plan was to give everybody a chance to win.



Vera Mae Bischoff of S. G. Adams Company, St. Louis, won a \$5.00 Cash Prize and a \$15.00 Merchandise Prize in the Contest. She was also one of the winners in the 1930 Contest.



"We are always able to give the customer a little more than he expects", writes Carl A. Carius of A. Espenscheid, Peoria, Illinois, who won \$25.00 Cash and a \$15.00 Merchandise Prize.



Mrs. Marshall of Besser's, Inc., 611 Main Street, Buffalo, New York, sold \$224.50, which entitled her to a \$15.00 Merchandise Prize and then wrote a letter telling how she did it to win an additional \$5.00.



Ralph E. Woods of Grimes-Stassforth Stationery Company, Los Angeles, walked off with a \$5.00 check and a \$15.00 Merchandise Prize for selling \$287.00 during the Contest.

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How the Prize Winners were Selected

To the three judges, Jerry McQuade, J. A. Gilbert and A. P. Bridges, Jr., must go the credit for the efficient and painstaking manner in which they handled the extremely difficult task of selecting the winners. With hundreds of letters to read over and to judge, their task was no easy one.

The judging was placed on an absolutely fair basis. When we received the letters and slogans, each letter and slogan were given a number and the salesperson's name and address or any other marks of identification were cut off. All the judges saw was the body of the letters and the slogans. They chose the winners and told us the number of the letter or slogan. By referring to our clipped signatures and letterheads, we found the names and address. It was absolutely fair in every respect.

That the contest was a success—to the dealer and to the salespeople, is easily evidenced by the number of congratulatory letters being received daily.

\$1.00 PRIZE WINNERS

Ray Wilson, Brandt's, Chicago, Ill.
John Oesterle, Waxgiser & Bindler, Brooklyn, N. Y.
Winnifred Mac Iver, Office Supply Co., El Centro, Calif.
Ruby Barham, M. Wurtzburger Co. Washington, D.C.
John J. Kirtland, Royal Office Supply Co., New York
John Schwarz, The Buerger Bros. Supply Co., Denver, Colo.
Mrs. Myrtle McConkey, The Palais Royal Inc., Washington, D. C.
Chas. Van Sipma, Van Sipma Bros., Chicago, Ill.
Marguerite G. Cole, Strawbridge & Clothier, Philadelphia, Pa.
John A. Ofsenek, H. S. Crocker Co., San Francisco.
John R. Faust, J. A. Poetz, St. Peter, Minn.
Leonard G. Lipic, Jos. Lipic Pen Co., St. Louis, Mo.
Milton E. Smith, S. Smith, Philadelphia, Pa.
Alvin Cox, Central Drug Co., Greeneville, Tenn.
Lucile Chapel, Bush & Catterfeld, Flint, Mich.
Jess Burbidge, Pembroke Co., Inc., Salt L. City, Ut.
Sylvia Markel, The Gerson Jewelry Co., Detroit, Mich.
Arline Melcher, Landau's Music & Jewelry Store, Wilkes-Barre, Pa.
Miss Alice Humbarger, Gordon Jewelry Co., Houston, Texas.
Betty Burr, J. W. Robinson Co., Los Angeles, Cal.
Daisy B. Parry, The May Co., Los Angeles, Cal.
Albert F. Schick, Stationers Corp., San Diego, Cal.
Harold F. Dolan, C. E. Reese, Jeweler, Omaha, Nebr.
Edith Bransdorf, Herman Laks, 81 S. Main St., Wilkes-Barre, Pa.
John H. Hutchison, Holland Drug Co., Herrin, Ill.

Carl M. Rickman, Geo. S. Tyndale, Carroll, Ia.
Wilma Fitzenberger, Emporium Merc. Co., St. Paul.
F. C. Mills, Stewart Office Supply Co., Dallas, Texas.
Milton I. Citron, Jeffrey Jlry. Co., Chicago, Ill.
Miss Mildred M. Beaver, C. F. Decker, Inc., Philadelphia, Pa.

Ann McGuire, Ivan Allen-Marshall Co., Atlanta, Ga.
Cornelius F. Hilker, Sunset Photo Supply Inc., San Pedro, Calif.

Fred A. Krinke, Fountain Pen Shop, Los Angeles.
Marguerite Trask, Freese's Dept. Store, Bangor, Maine.

Cora Waggoner, Cora Waggoner, Topeka, Kansas.
Howard Glass, Barnum-Flagg Co., San Bernardino.
Jimmy Perry, Perry Pen Co., Boston, Mass.

J. P. Cummins, Atlanta Blue Print Co., Atlanta, Ga.
Pearl M. Shoekley, The Pen Shop, Indianapolis, Ind.
Miss Helen Foster, J. W. Robinson Co., Los Angeles.
Sarah Tomlinson, The Pen Shop, Philadelphia, Pa.
Miss L. R. Leberman, Goldsmith Brothers, New York

A. Bluth, A. Bluth, New York City, N. Y.
E. R. Chase, Chase Pen Shop, St. Paul, Minn.
Laura Stakelbeck, L. S. Ayres & Co., Indianapolis.
Fred C. Schaldenbrand, Dime Bank Bldg. Lobby, Detroit, Mich.

Doris Rogerson, Photo Dept. Osgoods, Oakland, Cal.
Anna Grimes, Gimbel Bros., New York City, N. Y.
Leo Totten, H. & K. Pharmacy, Chicago, Ill.
Helen Apel, J. R. Weldin Co., Pittsburgh, Pa.
Ella B. Pearson, W. H. Kistler Staty. Co., Denver.
R. E. Whitsel, W. H. Kistler Staty Co., Denver, Colo.
M. B. Baird, The Harvey & Lewis Co., Springfield, Mass.

Wm. O. Phillips, Keystone Print Shcp, Los Angeles.
Irving Blumberg, Levy's, Buffalo, N. Y.
Fanny Friedman, Fountain Pen Shop, Minneapolis.
Irving Dube, Gordon & Margolis, New York City.
Stanley Swierkowski, Hiland Staty. Co., Pittsburgh.
Marvin Taseem, I. Taseem, Tonopah, Nev.
Ella E. Lingren, The Fritz-Cross Co., Duluth, Minn.
A. Pasternak, Harts Jewelry Store, Jackson, Mich.
Monroe Levey, B. M. Levey, Inc., New York City.
Gilbert C. Swanson, Tilden-Thurber Co., Providence, Rhode Island.

Elsie Smalenbach, Stern Bros., New York.
Benjamin Holwitt, The Levy Co., Brooklyn, N. Y.
Irwin I. Chase, Knowlton & Bennett, Urbana, Ill.
J. Tierney, Tierney Jewelry Co., Golden, Colo.
Flora Nason, Association Press Book Shop, New York City, N. Y.

Ruth Richmond, Abraham & Straus, Brooklyn, N. Y.
Hazel M. Eddy, Jones Brothers, Oneida, N. Y.
F. R. Krugler, Gall & Lembke Inc., New York City.
Eve T. Bentley, Bentley Drug Store, Sheridan, Wyo.
Herbert Connor, J. E. Sigler, Jeweler, Shelbyville, Ind.

Winnifred W. Bunker, Kendrick Bellamy Staty. Co., Denver, Colo.
Lawrence A. Crippen, Green's, Albany, N. Y.
Miss Billy Hillsman, Lauerman's Stationery Dept., Waterloo, Ia.

Esther Hall, Ted's Pen Shop, Omaha, Neb.
Joseph Khol, J. Noveck Jewelry Store, Atlantic City,

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(\$1.00 PRIZE WINNERS, Continued)

J. Noveck, J. Noveck Jlry. Store, Atlantic City, N. J.
 Helen Lininger, Duggan-Rider Co., Erie, Pa.
 Harriet Cook, Duggan-Rider Co., Erie, Pa.
 Alice M. Hoffman, Gimbel's Dept. Store, Pittsburgh.
 O. L. Ramsey, Jr., Gretna Drug Co., Gretna, Va.
 Louis B. McManus, Office Supply Co., El Centro, Cal.
 Arthur N. Goodman, Goodman Bros., St. Paul, Minn.
 Harry Klein, Croll Keller Drug Store, Harrisburg, Pa.
 Lillian Hatley, The Herzfeld-Phillipson Co., Boston
 Store, Milwaukee, Wis.
 W. L. Martin, Croll Keller Drug Store, Harrisburg,
 Pa.
 J. J. Wiltrot, Farnham Ptg. & Staty. Co., Minne-
 apolis, Minn.
 Elizabeth Cunningham, Thorp & Martin Co., Boston.
 C. F. Rapp, Bainbridge Kimpton & Haupt, New York
 L. J. Schubert, Office Engineers, Inc., South Bend,
 Ind.
 G. S. Brower, Hollywood Typewriter Shop, Holly-
 wood, Calif.
 Mae E. Pauley, J. T. & D. B. Lyon, Inc. Schenec-
 tady, N. Y.
 Mrs. E. V. Derf, E. V. Derf, The Jeweler, Plymouth,
 Ind.
 H. K. Hughes, Thompson Drug Co., Inc., Spencer,
 W. Va.
 Harold M. Brown, Eugene H. Tower, New York City.
 Mrs. M. Newmann, Stix Baer & Fuller, St. Louis, Mo.
 K. Wentland, Joseph Square Deal Jeweler, Scranton, Pa.
 M. Muir, O'Connor Moffatt & Co., San Francisco.
 Henry Fenenbock, Kinsel Drug Co., Detroit, Mich.
 A. E. Laudry, Coyne Book Store, Chicago, Ill.
 David L. Appleby, Cox & Campbell, Huntington,
 W. Va.
 W. O. Tavener, The Bridge Pharmacy, Clifton
 Forge, Va.
 D. W. Nable, Otto Ulbrich Co., Buffalo, N. Y.
 Mrs. Wilna Smith, Schaarmann Typewriter Co.,
 Champaign, Ill.
 T. O. Miller, Potter Drug Co., Fresno, Calif.
 D. Bullock, McCurdy & Co., Rochester, N. Y.
 Miss Veda Harrison, Cunningham's Gift Shop, Flora,
 Ill.
 Louise McComb, R. F. McComb, Hamilton, Ohio.
 Edna Lawry, Bush Catterfeld Co., Flint, Mich.
 L. Lester Goodfriend, Goodfriend & Traub, Salinas,
 Calif.
 Alice Phillipson, Boston Store, Milwaukee, Wis.
 Helen A. Ellis, N. B. Danforth, Inc., Wilmington, Del.
 Marion L. East, The Fountain Pen Hospital, Balti-
 more, Md.
 R. L. Holtzclaw, Miller's Book Store, Atlanta, Ga.
 Beverly Brown, Bush-Catterfeld Co., 408 S. Saginaw
 St., Flint, Mich.
 Clara M. Hafer, Schwabacher Frey Co., Los Angeles.
 Donald Schulze, Pantagraph Ptg. & Staty., Bloom-
 ington, Ill.
 Floyd D. Searls, Kauffman Drug Store, Wheaton, Ill.
 Rowe B. Campbell, The People's Drug Store, Tay-
 lerville, N. C.
 J. H. Mendenhall, Schwabacher-Frey Co., Los An-
 geles, Cal.
 Ora B. Bowen, Book Dept. C. & G. S. S., Ft. Leaven-
 worth, Kansas.

Mary B. Packard, Gimbel Brothers, Milwaukee, Wis.
 Ernest Buonaccorsi, Williams & Co., Providence, R.I.
 Grace R. Walling, Kendrick-Bellamy Co., 16th &
 Stout St., Denver, Colo.
 Al Kahn, Henry Fisher Jeweler, New York City, N.Y.
 Miss Eloise Roby, The Winter Haven Book Store,
 Winter Haven, Fla.
 O. B. Ormiston, O. B. Ormiston, Riverside, Calif.
 G. W. Linder, The G. D. Kirtland Co., Syracuse, N.Y.
 Milton Schlossberg, The Pen Shop, New Bri-
 tian, Conn.
 M. F. Schlitz, Mandel Brothers, Chicago, Ill.
 Clara Biel, Mandel Brothers, Chicago, Ill.
 Amine Perrine, Mandel Brothers, Chicago, Ill.
 Wm. C. Honig, Bainbridge, Kimpton & Haupt, New
 York City, N. Y.
 Hazel L. Martin, Johnstown Office Supply Co.,
 Johnstown, Pa.
 Miss M. C. Hutton, Gimbel Bros. Fountain Pen
 Dept., Philadelphia, Pa.
 Helen G. Ream, Johnstown Office Supply Co., Johns-
 town, Pa.
 May Worrell, H. C. Dunmice Co., Altoona, Pa.
 Hazel Bowser, Royal Film Service, Jackson, Mich.
 Mary McClure Donchor, Co-operative Book Store,
 University of Tennessee, Knoxville, Tenn.
 Pearl Perata, H. I. Hovet, Alameda, Calif.
 Benjamin B. Zeisel, S. H. DeRoy & Co., Johnstown,
 Pennsylvania.
 Miss Esther Kimberlin, Thorbus Staty. Store,
 Huntington Park, Cal.
 A. W. Peterson, McClain & Hedman Co., St. Paul.
 Chas. M. Wall Jr., Katz & Besthoff, New Orleans, La.
 Harold H. Stelk, Zeeckler's, Davenport, Ia.
 Miss R. Newman, Gimbel Bros., New York City, N.Y.
 Mary Roseman, Hoehschild Kohn & Co., Baltimore.
 Mrs. Alice K. Schmidt, Osborne's Book Store, Santa
 Barbara, Cal.
 Walter E. Spitz Jr., Baker Ptg. Co., Newark, N. J.
 Howard Elkin, Porter Moore Drug Co., Berea, Ky.
 E. J. Lipic, Jos. Lipic Pen Co., St. Louis, Mo.
 D. L. McBride, Mac's Specialty Pen Shop, Pasadena.
 M. B. Kennedy, Joseph Carty, Logan, Ia.
 Marie E. Davis, "Tribe of K", Gary, Ind.
 Warren W. Weaver, Chas. F. Trunk, Coatesville, Pa.
 Hilda Caldwell, May Co., Los Angeles, Cal.
 Elizabeth J. Casey, Schwabacher-Frey Co., San Fran-
 cisco, Cal.
 Miss Pauline Maybrook, Miller Bros., New Orleans.
 Dr. A. L. Stern, Schulte Optical Co., Chicago, Ill.
 John L. Schwarz, Menczer's Jewelry Shop, Bronx,
 New York.
 S. H. Straus, Daniels Jewelry Co., Tucson, Ariz.
 Hazel Ripley, Marshall Ptg. Co., Columbus, Ohio.
 Verna Parker, Hoge-Davis Drug Co., Wheeling.
 A. C. Lengthal, Schwabacher-Frey, Los Angeles, Cal.
 Milton Lewis, Eypel Jewelers & Opticians, Brook-
 lyn, N. Y.
 Frank A. Donnelly, Edw. K. Tryon Co., Philadelphia.
 H. J. Magne, McClain & Hedman Co., St. Paul, Minn.
 Howard Long, McClain & Hedman Co., St. Paul.
 Wallace Margulis, McClain & Hedman Co., St. Paul.
 Velma Yarlott, Royal Film Service, Jackson, Mich.
 Guy R. Sigman, The Henlines Drug Co., Kearney,
 Nebr.
 Miss Bessie Bell, Wares Stationery Dept., New Ro-
 chelle, N. Y.

Parkergrams



From the President's Pen

When making the trip of the southern islands of the Philippines, a very intelligent Filipino—Senor Lopez, was on the boat.

Senor Lopez is the President of the Chamber of Commerce in his city, a big sugar man and apparently one of the so-called first citizens of his town.

When we arrived in Ilo Ilo, his home city, he had a very nice automobile waiting and he invited Mrs. Parker and the writer to go to his home.

His son—a fine young fellow—who is president of some musical society in Ilo Ilo drove the car. The son had been in the United States and attended Cornell University.

The house was a large structure, built along tropical lines with beautiful wood such as the Philippine native mahogany, etc. The ceilings were immensely high and the stairs were broad enough for a half a dozen people to walk abreast going up and down.

The house was furnished with modern toilet facilities, a thing he seemed to be very proud of, for he showed us the house very much as a child would show a lot of new toys. Evidently these toilet fixtures were something rather out of the ordinary in Ilo Ilo.

In the front of the house was a "Pee-Wee" golf course which he had provided for his friends. In the rear and off to the side of the house was a large wire cage with a few animals and birds in it, partitioned off, of course.

The grounds were rather attractively and beautifully laid out.

The hospitality of this household was certainly most charming. They had cooling fruit drinks for the members of the party, for there were two or three carloads of us.

After leaving the home, his son took us over to the Sugar Central—a big sugar plant where they were grinding up native sugar. I asked this Filipino if he was in favor of independence from the United States. He said, "Most decidedly not". He said the independence movement was fostered by a lot of sugar planters in Cuba and they would like very much indeed to cut off the Philippines so that they would be unable to find a market for their sugar in the United States. "No", he said, "I am well enough satisfied as it is. We have the great United States market at our door and I do not want to see it closed".

If you will take a map of the Orient, you will see that the Philippine group of islands covers quite a large expanse of territory.

Way down toward the southern end of the Islands is a city called Zamboanga. It's a very interesting town. There are a few Americans there but not many. The scenery in these southern islands naturally is more or less mountainous but when you leave the boat and get on the island and see the vast number of coconut trees and, in fact, all sorts of tropical trees, you begin to realize that you are in—well, the Philippines.

Until one goes to the warm tropical countries, it is difficult to realize what vast quantities of coconuts are raised in these countries. It's interesting to know that the United States is a great buyer of coconut products—shredded coconut, copra, coconut oil (you use the latter when you use the soap that brings about the "School girl Complexion")

Zamboanga probably some day will be a city that the tourists will visit in considerable numbers. Just at present, tourists are a rare article in that part of the world.

I remember we went into a little shop kept by an American maiden lady. She was dealing largely in arms belonging to the Moros which were certainly strange looking murderous weapons.

In another little shop which would correspond to a jewelry shop in the United States there was a man of mixed blood who seemed to be the owner. We bought three or four pieces of jewelry. One of the pieces I purchased was a very beautiful ring, unique in the

Parkergrams

amount of engraving and handwork done on it and made of almost pure gold. The shopkeeper said this was made by the Moros and he remarked that the gold, he presumed, was twenty-four carat fine. He said the Moros mined their own gold—nobody knew where—and that they would get it out, melt it, beat it and make it into rings and when some of the workmen would get together a dozen rings—no two alike—they would bring them into this trader and dispose of them.

The trader asked eighteen pesos (\$9.00 U. S. Currency) for one of the rings I purchased. I am sure a ring of this character in the United States with all of the beautiful handwork on it would cost at least fifty dollars.

One of the interesting sights to see at Zamboanga is the big penal farm.

We hired a car in company with another couple—Mr. and Mrs. Green, who live at Scoul, Korea—who were touring the Philippines. We drove along the ocean shore—one of the most beautiful roads I ever saw, lined with palm trees on either side as it was for the most part only a few rods from the ocean.

Every once in awhile we would come to a little clump of thatched cottages, and there was plenty of animation around these cottages and this was in the form of the little dark skinned Moros; most of them had on nothing but a string of beads around their necks. They were perfectly willing to be photographed and especially when we would throw a few centovos among them to grab up after they had been photographed.

After driving a number of miles, we came to the Penal Farm which is sort of a penitentiary. This farm comprises something less than a thousand acres and they have six or seven hundred convicts at this institution.

Of course, in that warm country, the buildings are nothing like the penitentiaries of this country. They are largely composed of roof and the sides of the buildings are largely heavy woven wire which would not last very long under the onslaught of American gangsters. But, in the Philippines it's different.

There were a number of guards sauntering around the entrance—some were sitting. We could see through the wire enclosure and see what you might term bunk houses. These were buildings (if they could be dignified by the name of buildings) with roofs on them but with the heavy wire enclosures. Then there were the bunks or wire mattresses, three high, as I recall it, and the inmates, if they were in the bunks, could plainly be seen from the outside as there was no particular obstruction to the visitor to see who was inside.

We stopped in front of the entrance and a rather nice looking Filipino came out and asked us if we wanted a guide. I countered with him and asked him what was to be seen around there that was worth seeing. He answered that there was a suspension bridge back in the farm two or three miles, that there were a lot of convicts cleaning up brush and trees, so I told him to hop on the running board and he could be our guide.

So, we drove through the gates and were then in the Penal Farm. I asked him if he was the regular authorized guide. "Well", he said, "I am a guide, but I am also a convict". I remarked, "Convict? How does it happen you are doing this guiding business and earning some money?" I said, "You might run away from the institution going away as far as you do". He said, "Well, I don't want to run away. This is a pretty good place after all". I said, "How long have you been here?" He said, "Four years". I said, "How many years are you compelled to stay here?" He replied, "Eight years more". I said, "You excite my curiosity. What were you sent up for?" "Well", he said, "the great father in Washington wants all of his Philippine children to get into 'politic'. I got in 'politic' but I got in on the wrong side, so here I am". I afterwards heard that this particular convict got into a rather combative argument with one of his political adversaries and as they term it "bumped" him off.

In driving along through the institution, we saw quite a collection of little houses and according to the Philippine practice, these houses were all on stilts or posts so that the houses were several feet above the ground so as to keep away snakes or prowling animals. I said something to the guide about these houses and he said, "Do you see the woman holding the baby in the third cottage?" I said, "Yes". He said, "That's my missus". I said, "Do you have your own family here?" He said, "Oh, yes, I have my missus and my three children and I live in the house." I said, "This is quite a remarkable institution. Don't anybody try to escape?"

He said they had very few cases of prisoners trying to escape and if they did try to escape and are caught, they are sent to the big Bilabid prison in Manila and nobody wants to go up there.

We toured the grounds and saw the convicts working—some were picking up coconuts, etc. Each group had a big carabou hitched to a peculiar sled. When we approached the convicts, they would immediately raise up, turn their faces away from us, stand erect until we had passed and then resume the work.

When we came back to the entrance I saw a small building labeled "Hospital". I dismissed the guide and

Parkergrams

went over to the hospital and said to a smiling young attendant that I would like to see the hospital. He said, "Yes, sir". I said, "Are you the doctor in charge?" He said, "No, I'm just a convict, but I know something about medicine," and he showed me through the hospital—crude, to be sure, but cleanly. He said there were not very many there that needed the hospital but when they did, they could take care of them.

Really, in a way the Filipinos have solved their penal problem for offenders such as they have in the big prison farm.

Of course, up in the big Bilabid prison in Manila it's quite different. Up there they have I do not know how many hundred prisoners dressed in various colors according to how good or bad they are. At half past four in the afternoon visitors can go to the prison and they are admitted in groups, go to an elevated tower in the center of the prison yard and hear the wonderful prison band, which, by the way, is one of the best I ever listened to, see the prisoners go through setting up exercises and march, and considering the fact that all of these people are more or less hardened criminals—many of them murderers—I must say they do their job particularly well.

An American was in the tower giving signals to the leaders in their training.

Anyone who goes to the Philippines should certainly see not only Bilabid but if they take a trip down through the islands, they should see the various interesting points because Manila does not by any means mean all of the Philippines.

There are many interesting things to see in some of these southern islands. For instance, the market place. Here is a big shed with probably two or three hundred little traders with all sorts of tropical fruits—eggs, vegetables, even pigs. Most of the little stands are presided over by dark faced Philippine women, usually rather old and many of them smoking a big, fat, stogy cigar. Looks rather peculiar.

The big pile of mangos that are on display at some of these places were enough to tempt anybody and a mango, in the writer's estimation, is one of the finest of tropical fruits.

Every once in awhile when a pig was sold, you would hear a loud squealing. The Filipinos have rather an inhuman way of handling the pigs. They take a long string with a sort of a fish hook on either end and hook it in the base of the ear so that poor Mr. Pig stands little show of getting away and it must be very painful judging from the amount of squealing they do.

Another thing that can be seen in this part of the world is the big Leper Colonies, and these colonies, so far as the writer's observation went, were all under the direction of Philippine doctors. The little cottages in which the patients live are rather neat. They are being treated with a new treatment, which, if the disease is not too far advanced, ultimately heals them and they are discharged cured. Some of the more advanced cases, however, are about the most repulsive sights one can think of.

It rather interested the writer when he went into a store in one of these southern islands—and quite a large one at that, owned by a Chinese—for they had about everything you could think of on sale. The writer said, "Do you sell fountain pens?" and a big Chinese said, "Yes, we have the best in the world—the PARKER". The writer remarked that he would like to see one and there they were. They had a PARKER case about half filled with pens. When I disclosed my identity, they seemed to be very pleased to see me and said that the next time our representative from Manila was down there, to have him call and they would fill up the case.

The trip down around the southern islands only takes about five days, and every visitor to the Philippines should make it a point to take this wonderful trip. Then one perhaps would better appreciate the Hotel Manila which is one of the finest hotels in the Orient and presided over by Americans.

When we got back to Manila we found that beautiful boat belonging to the Canadian Pacific—the Empress of Japan—berthed safely along Pier 3. This great steamer, painted pure white with a purple band running about midway between the water line and the top of the top deck, gives a very striking effect. Incidentally, the Canadian Pacific's officials have the spirit of courtesy and of good business to make the traveler feel that the Canadian Pacific is THE boat to take across the Pacific.

The writer has crossed the Pacific two times on this steamship company's line and both times he carried away nothing but the most pleasant impressions of the food, the rooms and the very evident desire on the part of the ship's officials to make the guest feel much at home and have a good time.

After saying our adieus to our friends in Manila, we finally embarked on the Empress for Hongkong.

Manila is a little less than seven hundred miles from Hongkong.

By the way, ask almost anybody where Hongkong is and they will tell you it is in China. It is not, however;

Parkergrams

it's on an island and is on ground that is just as much English territory as the ground on which London is built.

Hongkong is a wonderful city. I cannot think of any finer sight than to get out in the harbor or get in the city of Kowloon which is only a short distance across the bay and look over at Hongkong and see all the myriads of lights from the peak down to the water edge in regular intervals, for the streets go around this cone, so to speak, and it is built up clear from the water front up to the very peak of this big mountain. It may be very warm down along the water front but get in the inclined railway and go up the peak; it gets cooler toward the top until you are in a climate that resembles Wisconsin, for instance, in the early fall.

For all Hongkong is an English city and owned by England, yet the vast majority of people there are Chinese. You see comparatively few foreigners there as compared with the total number of Chinese. Yet there are fine stores, both foreign and Chinese. It's a free port; consequently, goods of nearly every description are quite cheap in Hongkong because they pay no duty. It's the great shopping place for Chinese dealers who come from the interior of China to the big markets because in Hongkong they can see the very latest things to be found no matter whether it's fountain pens or sewing machines or automobiles.

No store can exist without profit. The store that sells goods without a reasonable profit is surely doomed to failure.

A survey made of 100 grocery stores that were in existence 20 years ago showed that all were out of business with the exception of 3 who were just struggling along.

A similar survey was made of drug stores. The mortality was not nearly as great, but at the same time, it showed that goods had been sold too cheap—not enough taken in to pay the overhead. Possibly the management was somewhat to blame.

Worth some deep thinking.

* * * * *

It matters little whether you are selling goods on the road—traveling from city to city—or whether you are selling goods behind the counter. One thing you must have and that is tact. You must have a pretty fair knowledge of human nature. You must be ready and willing to adjust yourself to the various types of mentality which are to be met from day to day if you would succeed as your employer would like to see you succeed.

* * * * *

If a customer has a criticism to make to the boss because he has not been treated as he would like to be treated by you, there probably is some foundation for it. If you are asked for an explanation, tell the absolute

truth. Do not try to evade. Profit by the criticism and make up your mind that the second prospect will never have the opportunity of making a similar criticism.

* * * * *

The man who is big enough to acknowledge himself wrong when he is wrong—that he does not know it all—is bound to grow.

He who knows how to classify himself, to harbor his resources, to tie up his energy in one bundle and then uses all the strength and energy he has to accomplish the job in hand does it well is wise. Then he dismisses this, takes up the next one and does that equally well.

Such salesmen are real jewels.

* * * * *

We have salesmen on the road, and these salesmen are given a quota. Some salesmen shoot way up, selling far more than what we consider to be a fair quota; others, much less.

The constructive salesman, the man of ideas, who not only makes his quota, but more, is looked upon as one of the growing men of the company.

The man who lags behind, writes in apologies instead of orders, soon gets to the point where the company is obliged to say, "well, you did pretty well, but somebody else can do your job better. Good-bye!"

* * * * *

The clerks' Contest which ended June thirtieth was one of the most interesting contests this company ever had anything to do with.

Personally the writer did not know there were so many bright, wideawake, young people who were full of ideas, ambition and who could attain results when once they got started, who can write good letters, think creative thoughts, etc.

Out of this contest will come great good for your benefit and that of the writer, for there is going to be an exchange of ideas all along the line.

* * * * *

PARKERGRAMS is read by a good many jewelers.

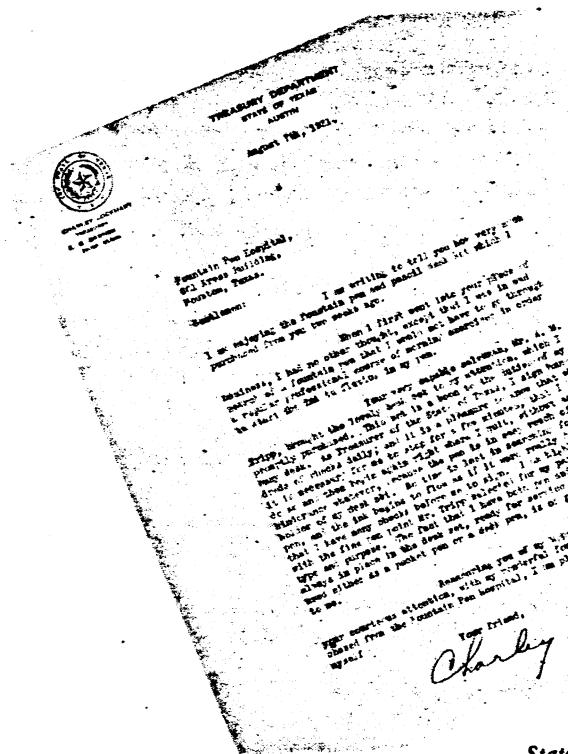
When the writer was in Peking this last winter, he purchased in a Chinese shop several Chinese pewter teapots—very old.

After getting them home, one of these teapots proved to be quite a "find".

In the first place, it is very heavy, but after it was cleaned up and polished up, it was discovered that the outside of it was beautifully inlaid with brass figures and very beautifully carved.

The Metropolitan Museum of New York, to whom the writer applied for some information, says that the inlaying of brass in pewter is now a lost art, that the finest examples of this inlaying was in the Ming Dynasty in the thirteenth or fourteenth century.

Parkergrams



Above, Mr. Al Tripp, Fountain Pen Hospital, Houston, Texas, presenting a Parker Pen to Mr. C. Lockhart, Secretary of the State of Texas. The letter of appreciation certainly shows Mr. Lockhart's preferences. Notice in the letter that he states he was not interested in a writing instrument when he entered the store. Mr. Tripp however sold him the desk set by demonstrating it.

Look over your old pieces of pewter and see if you can find any that are inlaid with brass figures. If you have you are lucky.

* * * * *

Are there not many people who ought to be carrying a PARKER pen and whom you have not sold?

Suppose as soon as you get through reading this paragraph you put on your thinking cap and take a pad of paper and write down the names of ten or a dozen people to whom you think you ought to sell a PARKER pen, pencil or desk set? Then close your eyes and think of these people intently, of the pleasure you can give them by selling them a pen, of the pleasure it will give you to sell them, of the increased prosperity that will come to your firm by the transaction.

Do this not only one day but each day, and you will be surprised to see how you will cash in on the results. When these people call at your store, you will be all attention, and the final results will be fairly certain to be satisfactory.

In a way, they will be prepared to receive what you have to say to them. Be careful to get just the right kind of a pen into their hands, for first impressions are

the most lasting. Give them the degree of service and courtesy that will make each one when sold a thoroughly satisfied and pleased customer.

* * * * *

First-class sales people are people who have initiative. Initiative in selling goods frequently means introducing the subject of the article you wish to sell to the person you have in mind.

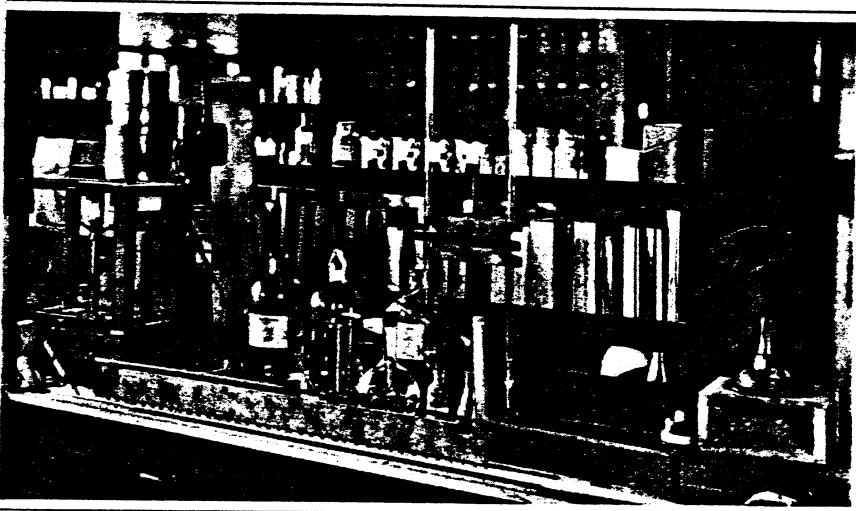
Of course, you would not say, "Can I not sell you a fountain pen today? But rather, "Mr. Brown, I have picked out of our stock an exceedingly nice PARKER pen which I think will just about fit your hand. I have it filled and I would like to have you try it."

Don't you think Mr. Brown will be just a little pleased, secretly or otherwise, when he thinks that he has been in your thought and consciousness? He probably after trying the pen will say, "Well, I never saw a pen that would write like that. What's the price?"

The rest is easy!

G. S. Parker

Parkergrams

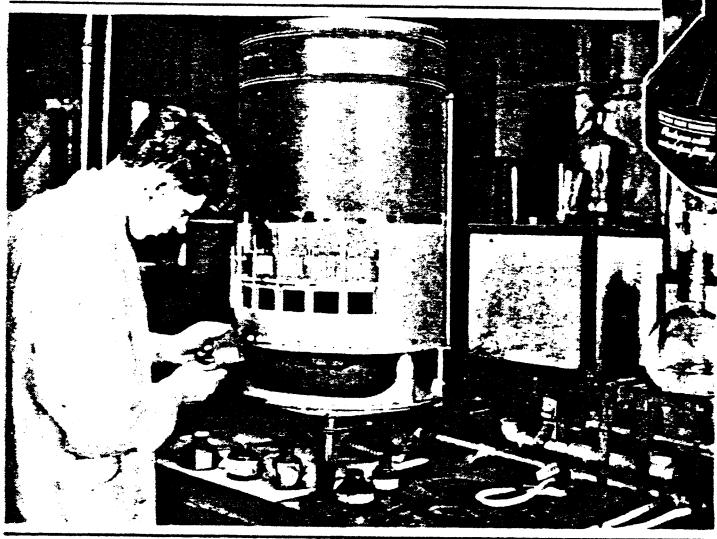
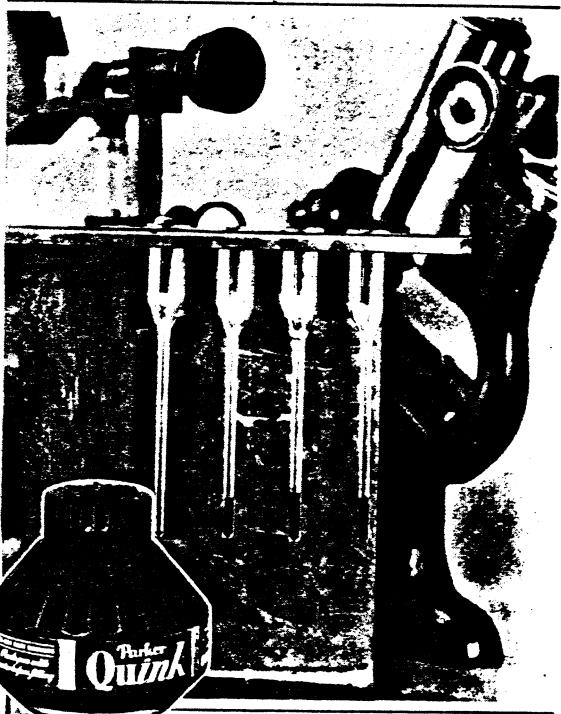


**On the Dryometer
Science shows Quink
dries in two thirds the
time of other inks.**

The drying time of Quink and four other inks and ink substitutes was measured by the nationally known Miner Laboratories. At the left is shown the ingenious device used. The results showed Quink dried 31% quicker.

Scientists failed to find a trace of sediment in Quink, so tried to produce it artificially.

If anything will produce sediment in an ink it is centrifugal force—whirling at 1,000 or more revolutions per minute. Miner Laboratories,—famous for scientific research applied this method of sedimentation to Quink and 3 other inks. They could produce only 11 thousandths of 1% in Quink. Every other ink had 14 to 16½ times as much. This infinitesimal quantity in Quink is so small that we can safely say Not a Trace of Sediment can develop in Quink in use. Quink is actually 99.9989% sediment free.



100 Hours Exposure to Ultra - Violet Light shows permanency of Quink in all colors.

100 hours under this powerful light is equal to 70 days strong June sunlight. Quink and four other inks were subjected to this standard test for color permanency. Quink was the only ink that remained clear and legible in all colors. Every other green, violet, and red ink faded, and one even disappeared almost completely. Quink alone withstood this merciless test in all colors.

As Advertised in *The Saturday Evening Post*



**“Since I lent him my pen
it has never been the same!”**

Often said, but NOT of Parker Duofold

Don't lose people's good will by borrowing their pens. Unless the pen is a Parker Duofold, your hand is apt to foul the point, or change its action. Don't expose yourself. That may often cost you many times the price of a pen.

But there'll be numerous occasions when you'll have to borrow if you don't own this sure-fire Parker Duofold. For ordinary pens never seem to work when you need them most; while all Parker Duofold Pens—even the Duofold Jr. and Lady Duofold at \$5, as well as the Seniors at \$7 and \$10—are built to stand up to our *Guarantee for Life*!

Take a few minutes to stop at the nearest pen counter and pick the Duofold that fits your hand to a "T." You'll be prepared then for any emergency—even for lending—grace-

fully. For no style of writing can foul, distort, or alter Parker's miracle Duofold point. Still it writes as easily as you breathe—with amazing Pressureless Touch!

Parker's large-scale production makes a big difference in your favor when it comes to value. Even the Duofolds at \$5 have 22% to 69% more ink capacity than some pens of other makes priced 50% higher.

Yet none has Parker's stylish, balanced, streamlined design—"America's Shapeliest"—or Parker's Invisible Filler and Patented Clip that lets the pen set low and unexposed in the pocket.

The only guarantee you'll need for life is the name on the barrel—"Geo. S. Parker—DUOFOLD." Accept none without it, if you want the real thing. Avoid the borrowing habit.

Parker Duofold

PEN GUARANTEED FOR LIFE • \$5 • \$7 • \$10

Other Parker Pens, \$2.75 to \$2.50. Pencils to match them all, \$2 to \$8

The Parker Pen Company, Janesville, Wisconsin. Offices and Subsidiaries: New York, Chicago, Atlanta, Buffalo, Dallas, San Francisco; Toronto, Can.; London, Eng.; Berlin, Germany

BORN! An Ink that keeps a pen *Clean!*

Parker's new Quink is the result of 3 years of research and 1022 formulas. Entirely new principle—dries 31% quicker than average—no penetration of paper. Yet it's evaporation, hence it keeps pen point moist. Also contains a solvent that removes from pens the residue of other inks.

Parker's QUINK—Permanent or Washable. Get bottle from any dealer, or write us. Address Dept. B. for 30,000 word supply, free.



Second Cover Saturday Evening Post, September 19th; Second Cover American Magazine, September; Second Cover Time, September 28th; Second Cover College Humor, October; and scores of newspapers from coast to coast, reaching practically everyone — high and low — in American business.

Parkergrams

Ads like these are getting big returns
for many of the largest stores. Order the cuts by number and
run them in your local Paper.

Chicago Department Store sold 91 sets first day ad appeared. St. Louis stationer sold over 100 just by a small counter display. Expects to triple sales by using newspaper ads. Boston stationer sold 63 sets in 3 days after ad appeared. People prefer a Parker set. Sell it to them. Let the newspapers carry your message. Order the cuts now and get your share of this market.

Never Before Offered—Genuine Parker Pen and Pencil Sets \$5.00 the set in handsome Gift Box

Brand new, latest Streamlined models in seven stylish color effects with jewel-like barrels of Parker's non-breakable Permanite. Come with ring-end for ladies or clip which lets the pen and pencil rest low in pocket or bag. Pens have Pressureless Writing gold points. Choice of colors: Apple Green; Naples Blue; Coral; Mauve (Lavender); Bronze and Black; Bronze and White; or Moderne Blue and White.

PEN \$3
PENCIL \$2

DEALER'S NAME

No. 433

\$5.

A genuine Parker Pen and Pencil, made by the makers of the famous Parker Duofold. A choice of colors, clip or ring end, and a point to fit your handwriting. Ideal for gifts or for your own use.

Parker PEN & PENCIL SETS

See them at our pen counter
DEALER'S NAME

No. 431

For the First Time BOTH Parker PEN and PENCIL \$5.00 the Set

PEN \$3
PENCIL \$2

These are Genuine Parkers made by the makers of the famous Geo. S. Parker Duofold. Latest Streamlined models in choice of seven jewel-like colors: Apple Green; Naples Blue; Coral; Mauve (Lavender); Bronze and Black; Bronze and White; or Moderne Blue and White. Pens have the famous Parker Pressureless writing gold points. Gift Box included. Come early while supply lasts.

DEALER'S NAME

No. 434

\$5.

A genuine Parker Pen and Pencil, made by the makers of the famous Parker Duofold. A choice of colors, clip or ring end, and a point to fit your handwriting. Ideal for gifts or for your own use.

Parker PEN AND PENCIL SETS

See them at our pen counter
DEALER'S NAME

No. 430

Parkergrams

KENNETH PARKER TO DIRECT SALES AND ADVERTISING

W. L. CLARK JOINS J. I. CASE CO. AS SALES MANAGER



W. L. CLARK



KENNETH PARKER

W. L. Clark has resigned his position as sales manager of the Parker Pen Company, and has accepted a similar position with the J. I. Case Company of Racine, Wis., manufacturers of agricultural machinery. Mr. Clark was with us for about ten years and prior to his appointment as general sales manager three years ago was manager of the Chicago division. He became general sales manager of the company on September 1, 1928.

Mr. Clark has enjoyed nearly thirty years' experience in the selling field, twenty of which he spent in the implement, vehicle and tractor business, so that as sales manager of the J. I. Case organization he is returning to the field of his first activities. Mr. Clark joined the Parker organization in 1922 and was given immediate charge of the business served by the Chicago office. In that capacity and later as general sales manager he made many friends among the retail trade, all of whom, we feel sure, wish him well in his new venture.

Kenneth Parker, vice-president of the Parker Pen Company has been appointed to direct sales activities in addition to his former duties as advertising and export manager.

Mr. Parker, who is a son of George S. Parker, founder and president of the company, has been closely identified with the rapid expansion of the concern during the past decade. During this period many of the more important improvements in writing instruments were introduced—including colored pens, non-breakable barrels, fountain pen desk sets, pressureless writing points, and the latest development, Quink, the quick-drying ink.

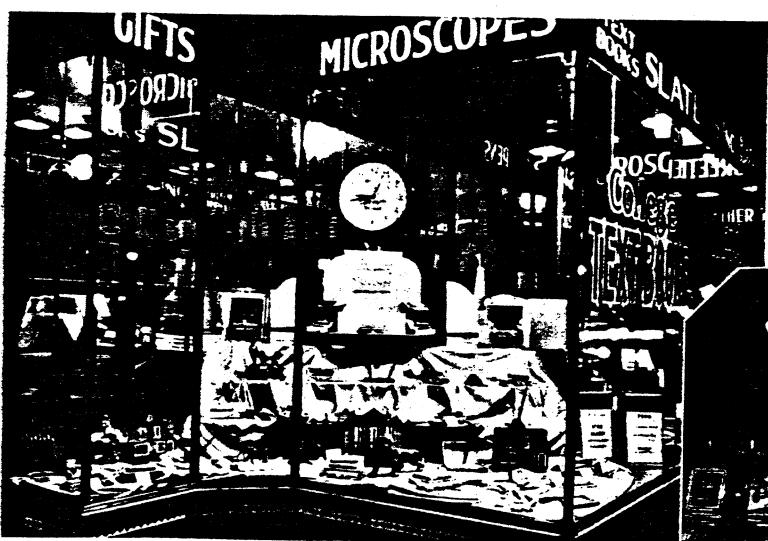
A Test for Iridium Points



The photograph above shows how iridium points are tested in order to check the uniformity and reliability of the metal. A number of the points are selected at random from each lot used and the photo shows an enlargement of a block of 50 points (count them) which have been soldered on a block of silver and then ground down in a continuous process for about a week. The exact hardness and toughness is thus determined and any possible flaw in the metal is easily detected.

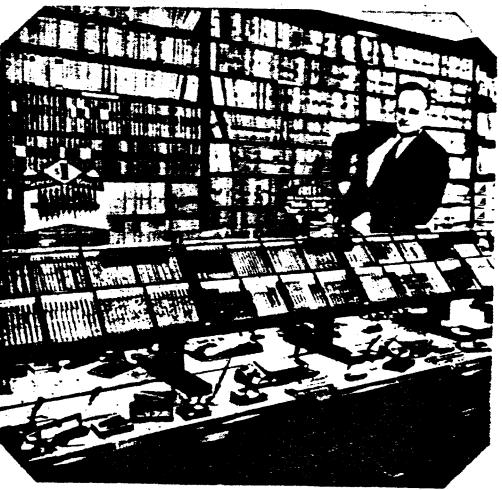
This is merely one of the many ways Parker checks all the materials used in their manufacturing so as to be sure that each pen or pencil will be uniform, 100% quality.

Parkergrams



Left—Slater's, Inc. Book Stores of Ann Arbor, Michigan, are probably the most modern and complete college book stores in the middle west. That they favor Parker products is well evidenced by this very striking window display.

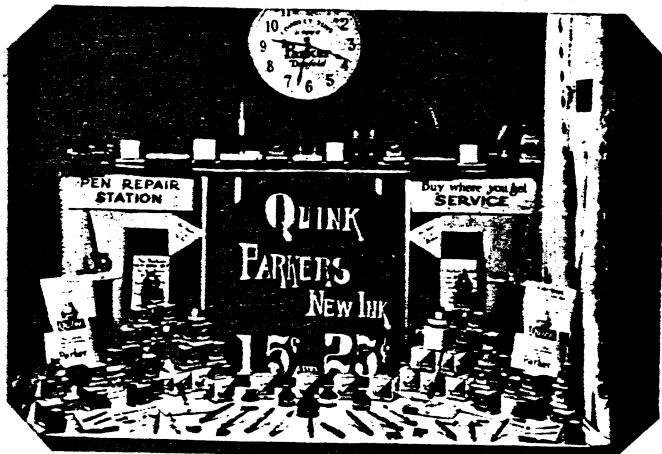
Below—Mr. Leonard Sauer is Secretary and General Manager of this enterprising company and to him, undoubtedly, goes a large share of the credit for the company's success.



Above—left, The Graduation display was certainly put to good use in this splendid window of The Book Shop, South Bend, Ind. Notice the large assortment of merchandise.

Above—Mr. Fred Wildman, widely known in literary circles is proprietor of The Book Shop, one of the outstanding establishments of its kind.

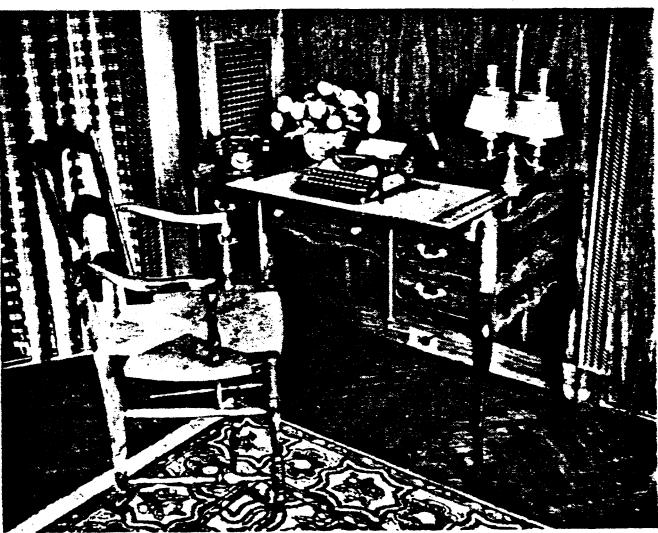
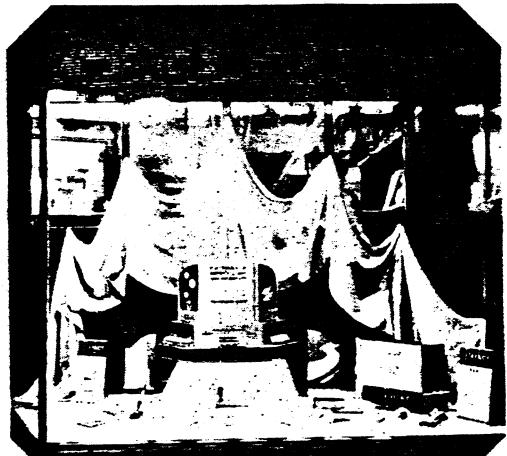
Mr. Geo. S. Landis sent us this photo of a display of Quink in the Croll Keller Store of Harrisburg, Pennsylvania. It is one of the first we've received showing a complete window devoted to Parker's new quick-drying ink, Quink, and deserves special mention.



Parkergrams

Right—Barclay & Sons, Jewelers of Newport News, have two beautiful stores—2605 and 3004 Washington Avenue. This display was in the window of the latter store, known as "Ye Waverly Gift Shoppe". Mr. Robert Barclay is the manager and Mr. Geo. Barclay is the manager of their other store. With displays such as this it is no wonder their sales are increasing.

Below—McDaniel's Gift Shop of 21 West Forsyth Street, Jacksonville, Florida, believe in good window trims and sent us this photo of one of their most recent ones.



Right, above—When the Delineator shows clever interiors and decorative schemes in their home-furnishing department it is only natural that they select a Parker Desk Set to adorn the writing table.

Above—Mr. J. J. Turner, Turner's Pharmacy of 4611 Huntington Avenue, Newport News, Virginia, one of the outstanding druggists of the "Tidewater Section" of Virginia, has two very able assistants: Mr. E. J. Turner, manager of the store shown here and Mr. M. L. Turner, another son, who manages their new store.

Right—To Carl J. Lukken goes the credit for installing this striking display for Christensen's Pharmacy, Baldwin, Wisconsin. It was certainly a splendid job.



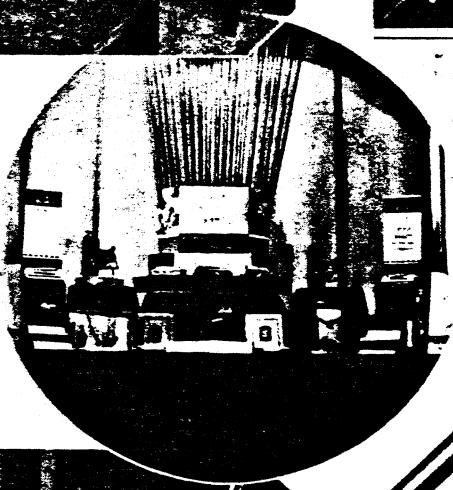
Parkergrams



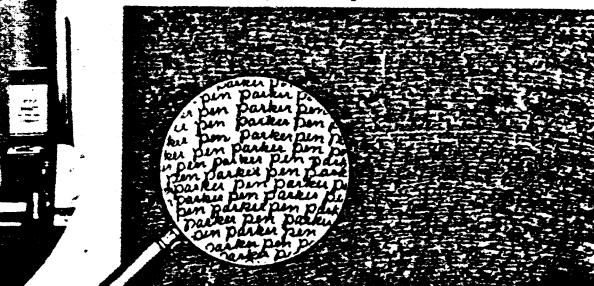
A group of the Stationers of District No. 6 which held their meeting at Milwaukee on June 8 and 9 at the Pfister Hotel. August Hunn, president of the H. H. West Company, presided



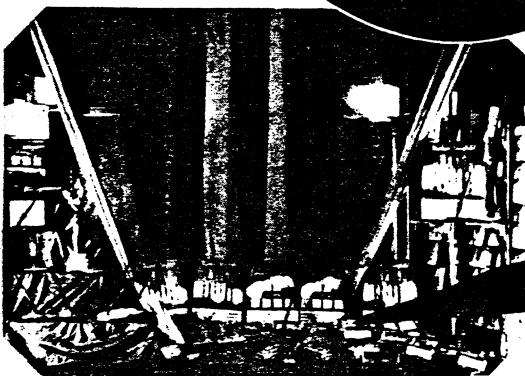
McClain & Hedman, St. Paul, completely outfitted this very fine office of the Grand Lodge, A. O. U. W. Mr. Sterley Jerue was in charge and made sure that Parker Desk Sets were on all desks. Herche Pharmacy, East Liverpool, Ohio, featured this Parker Pen and Kodak display to good advantage for graduation.



Another view of the office equipped by McClain & Hedman. They had charge of all the furnishings—furniture, desks, files, drapes, carpeting, lighting, etc., and deserve credit for the splendid work.



F. J. Timlin, Scranton, N. D., ran this contest among school children. The winner wrote "Parker Pen" on a post card 1536 times. That's quite a record.



V. M. Janer, of Guayaquil, Ecuador, believes in window display advertising and featured this splendid trim for three weeks.



Dale Alexander—1st baseman for Detroit, hails from Greenville, Tennessee. Mr. Cox of the Central Drug Store sent us this picture of him.

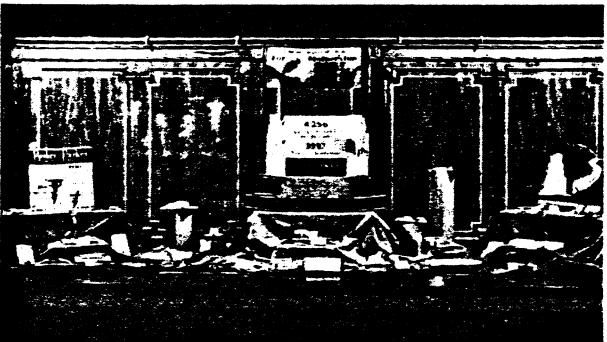


Wm. Harper, in charge of window displays at Schwebacher-Frey, San Francisco, had a man repair pens in the window for two weeks. Pen sales increased several hundred dollars.

Parkergrams



and introduced Mr. Clif Wilson, president of the Association and Mr. Garvin, general manager. Inspirational talks, golf tournament, and other entertainment took care of a full two days.



Brackin's of Birmingham, Alabama, recently purchased this new de luxe delivery car. Mr. Brackin, in the dark suit, is standing beside it. The car is the highest priced Ford on the market and looks like a Rolls Royce.



Bixby Office Supply of Grand Rapids, Michigan, major in Parker products because, according to Mr. Vern Rogers, vice president, of Parkers proven ability to show turnover and profit.

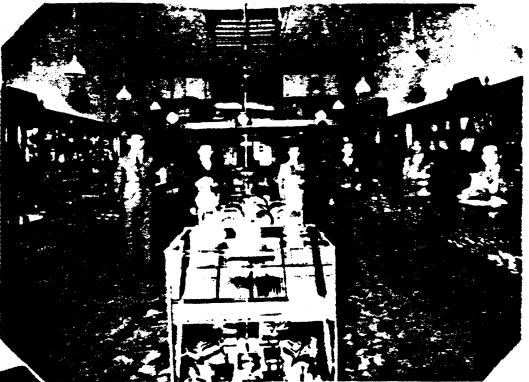


Ralph Johnson installed this good looking display in the Chase Pen Shop, Des Moines, Iowa. An exclusive Parker window for Mother's Day.



The Clegg Company, of San Antonio, pride themselves, and justly so, on their very excellent displays. This one was particularly striking for Graduation.

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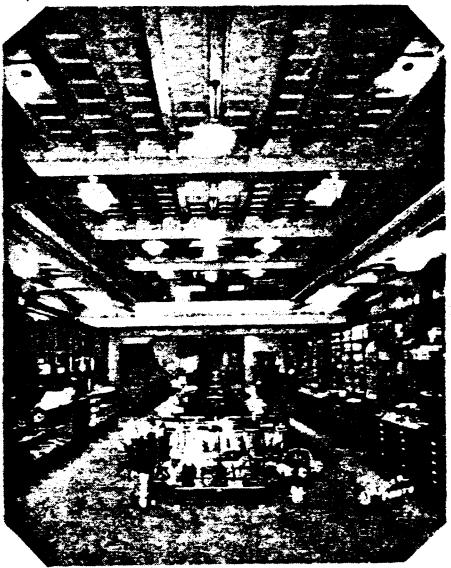


"Gordons", 411 Travis Street, Houston, Texas, are exclusive Parker boosters. Left to right the men are Aron Gordon, manager, M. M. Gordon, proprietor, and A. Alexander, salesman. Frank Mayr & Sons, is one of South Bend, Indiana's finest and oldest jewelry stores. Mr. Frank Mayr is Secretary of State of Indiana.

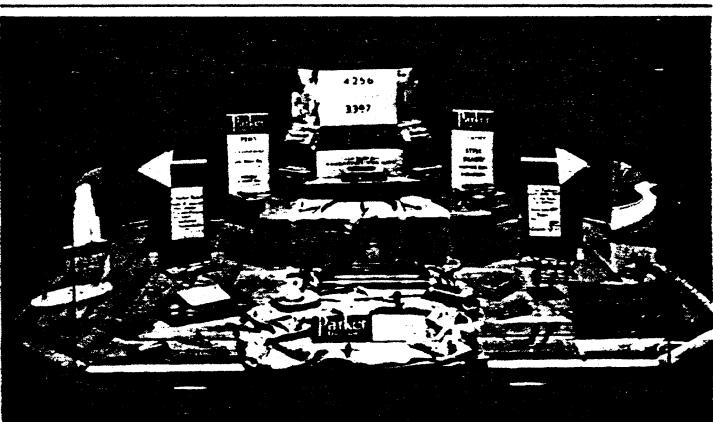


The Druce Drug Company, of Waukegan, Illinois, used their Graduation display to good advantage by showing this exclusive Parker window.

Parkergrams



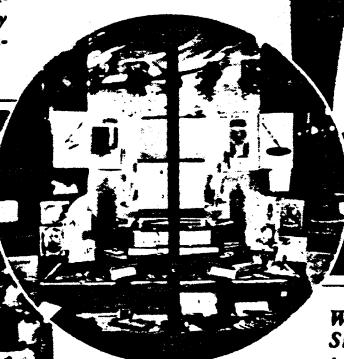
The Field Stationery Company, Tulsa, Oklahoma, believe in well-lighted, roomy display space as witnessed by this photo of the interior of their store.



R. C. Joslin and J. Edwards of The Field Stationery Company are responsible for this splendid display. Mr. Clark Field is the proprietor and Mr. Al Steitz the buyer of the progressive, wide awake firm.



Wojtowicz & Banas, jewelers of 2851 West 22nd St., Chicago, displayed this beautiful float at the Polish American Business Association Picnic which over 100,000 attended. They also gave talks on Parker Pens over WEDC Polish Radio Hour.



Mosher & Cochran Drug Co., Dodge City, Kansas, are 100% Parker dealers. Mr. W. H. Barnard, who started as

errand boy 22 years ago is now manager and buyer.



R. H. Baker of Creston, Iowa, ran this splendid window for a combination Mother's Day and Graduation display.



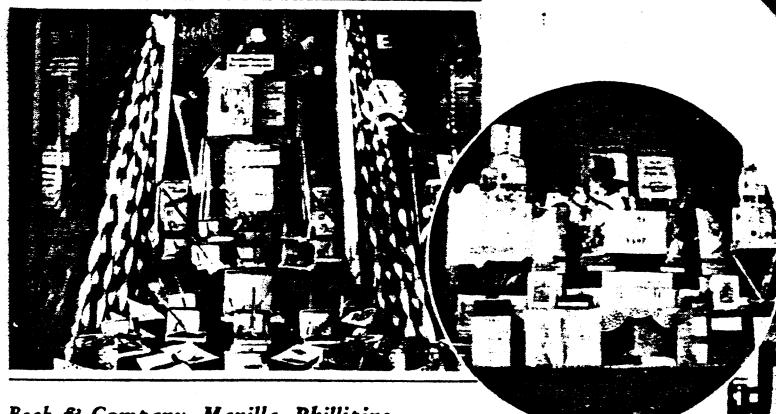
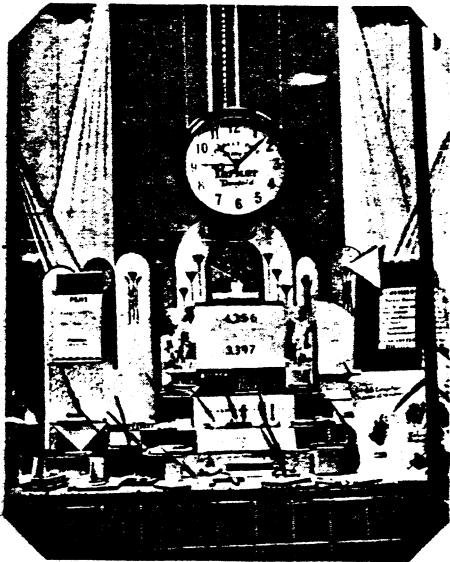
Horton's Drug Store of 5th & Broadway, East Liverpool, Ohio, featured Parker products and stationery in this excellent window trim around Graduation time.

From Prescott, Arizona, came this photo of a window trim at the store of Bashford & Burmiller. Mr. Stuart Houston is the man in charge of the fountain pen department.

Parkergrams

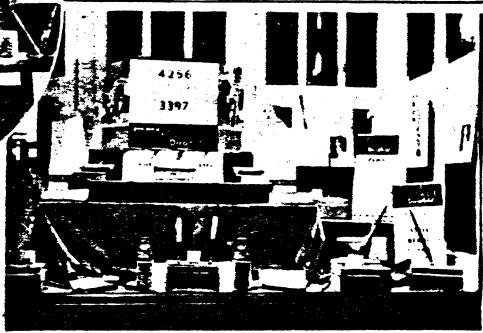


When S. W. Beck Company, of Elgin, Illinois, showed this display of Parker products, Mr. Beck wrote that "it has been very effective and we have had a noticeable increase in the sale of Parker merchandise".

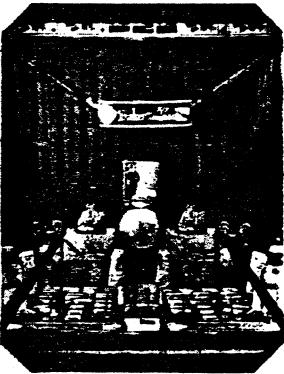


I. Beck & Company, Manilla, Phillipine Islands, run displays like this frequently and apparently quite effectively. They, too, feature Desk Sets in their windows.

L. N. Bernbaum, Fenkel Ave. and LaSalle Blvd., Detroit, Mich., sent this photo of a window display he featured for "bigger and better Parker business."

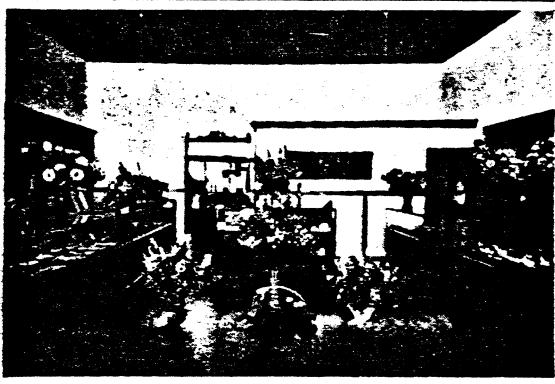


Webb & Rogers, San Rafael, California, liked this Graduation trim and kept it in for some time. No chance of a passerby missing it.



From Verona, Italy, and the shop of Mr. Oreste Ohnelling, came this interesting photo. Verona is a small town but it is one of the numerous European cities where Parker sales lead. The display was in for a month.

When Herbert Skeels, Azusa, California, opened his new store he held a display of fireworks. 5000 people attended and came from miles around to view it.



An interior view of Mr. Skeel's new store, showing the many floral offerings he received. Neat, well arranged display cases add much to the attractiveness.

SIAMESE ROYALTY VISITS JANEVILLE

Their Royal Highnesses, the Prince and Princess Svasti, and Prince Arjuna, of Siam were the week-end guests recently of Mr. and Mrs. Geo. S. Parker of Janesville, Wisconsin. Mr. Parker President of The Parker Pen Company met the Prince and Princess, as well as the King and Queen of Siam, while returning from a visit to the Orient this spring.



Prince and Princess Svasti and Mr. and Mrs. Geo. S. Parker at the Janesville City Airport as the Royal Party disembarked for their visit at Stonehenge.

The Prince and Princess Svasti are the father and mother of the Queen of Siam and Prince Arjuna, the son, is, of course, the brother of the Queen. It will be recalled that the Royal Party came to this country because of an eye operation required by the King, which was entirely successful. The entire party return to Siam early this fall, sailing from Vancouver September 7.

Mr. Parker's guests were entertained over the weekend of August 1 at his beautiful summer home Stonehenge situated on the Rock River, north of Janesville. This estate consists of 50 acres of virgin woodland. The dwelling is of natural stone taken from quarries on the estate, and is on a high promontory on a bend of the river.

Mr. Parker has introduced at Stonehenge something of an Oriental atmosphere in the way of Chinese and Japanese stone carvings consisting of lanterns, pagodas, a stone Buddha and also a Buddhist Shinto Shrine for the use of Oriental visitors. This Shrine when visited by the Royal Party apparently was very much appreciated as the Party were Buddhists themselves.

The Royal Party, consisting of five people, were transported to Janesville from Chicago by airplane. The

three planes were piloted by Mr. Kenneth Parker, Vice President of the Parker Pen Company, Mr. Boyd of the Curtis Publishing Company, and Mr. Meigs of the American Weekly Publishing Company. Mr. Kenneth Parker is an ex-Navy pilot and in his capacity of Director of Sales and Advertising for The Parker Pen Company travels almost entirely in his own ship.

The Prince and Princess Svasti are most delightful people, democratic, fond of America and Americans. Few men of the United States have the knowledge and grasp of world affairs that Prince Svasti has. He has met the crown heads of so many different countries and royalty in general that his conversation is most entertaining.

The Princess has a personality of kindness and motherliness that makes her one long to be remembered by those who are fortunate enough to share her acquaintance.

Prince Arjuna is a very bright, keen young man. He attended a preparatory school in Philadelphia for some four years and is now a student at Yale. His education



Prince and Princess Svasti, Prince Arjuna and Mr. Parker in front of the Buddhist Shinto Shrine at Stonehenge.

is being directed along the lines of Finance and it is expected that ultimately he will occupy relatively the same position in Siam that Secretary Mellon does in the United States.

It is interesting to know that the Prince has a son who is a graduate of the United States Military Academy at West Point by a special act of Congress. He is now an Engineer attached to the United States Army.

Parkergrams

Rachel Crothers, noted playwright, used her Parker Pen to sign the contract for the John Golden production of her comedy, "As Husbands Go," which opened recently at the John Golden Theatre, New York City.



Harry Hershfield, famous cartoonist and author, snapped in his studio in the Chanin Tower, New York City, drawing his daily strip, "Abie," for the Evening Journal, with his Parker.

(Below)
Doris Young, Mildred Edwards and Sue Hutchinson of the Barnes Commercial School, Denver, chose their Parkers at the Kleiger Jewelry Company, 921-15th Street.

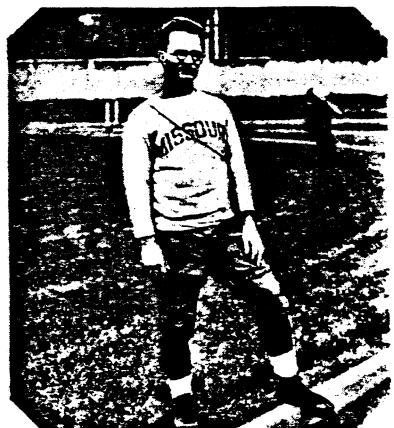


Arthur Hawthorne Carhart one of Colorado's foremost writers and president of the Colorado Author's League, finds a Parker Pen from the W. H. Kistler Stationery Co. just the thing for making revisions in his latest novel, "Murder in the Crow's Nest."

Parkergrams



Miss Thyre Damonte, purchasing a Parker Pen from the Cambias Office Equipment Company, 382 Carondelet Street, New Orleans, Louisiana. Henry J. Morel is doing the selling. Miss Damonte is Southern Women's Champion Swimmer in the 50 yd., 100 yd., and 2 mile races, holding the present Southern records in these classes.



Spring practice starts soon at Missouri U., and Gwinn Henry, Head Football Coach, gets ready to map out the winning plays. When he sits down to concentrate it will be with the same Parker Duofold Pen that has served him in planning many a campaign.

H. E. Alberti, Cashier of the Brotherhood State Bank, Kansas City, Kansas, knows that time is money. Hence, when a well-known firm of efficiency engineers recently proved that the average desk worker dips his pen 410 times daily, Mr. Alberti lost no time in selecting a Parker Duofold Pen, aided by T. B. Schneider of the Schneider Jewelry Company, 736 Minnesota Avenue, Kansas City, Kansas.



George S. Turpie, professional of the Audubon Golf Club, New Orleans, knows the value of balance, poise and pressureless touch. He seems to be quite elated over the feel of his new Parker Duofold.



Parkergrams

Jane Irby, popular sub-debutante of New Orleans, examining pen being shown her by Milton Adler at Coleman E. Adler's, one of New Orleans' leading Canal Street Jewelry Stores.



C. M. Meyer, President and Treasurer of Burnap-Meyer, Inc., of Kansas City, is eagerly sought by executives for his advice on office systems and efficiency. One of his frequent recommendations is the adoption of Parker Fountain Pen and Pencil Desk Sets which experts proved pay for themselves in three weeks' time through savings in lost motion.



Wm. August Worner, one of the proprietors of Worner's Drug Store, 1201 Pine Street, New Orleans, is showing a Parker Duofold to Jerry Dalrymple, All-American end for 1930 and captain-elect of 1931 Tulane football team.

Dorothy A. Lyon of the Women's Aero Club of Kansas City prepares to take a cross country hop by plotting her course with her Parker Lady Duofold Pen. Its design appeals to all flyers because of its streamlined grace and light, easy balance. W. G. Moore, manager of the Inland Aviation Co., is wishing Miss Lyon bon voyage.

Parkergrams

Members of 4-H Clubs in every State of the Union are competing for Parker Prizes

Awards -- \$500.00 in scholarships and 96 other prizes

Members of the 4-H Club—the national organization of Farm Boys and Girls sponsored by Agricultural Colleges and the United States Government—are competing in a great contest sponsored by The Parker Pen Company.

Every Parker dealer located in a community catering to rural trade will feel the effect of the Good Will gained by this Parker contest.

The farm boy and girl will learn to know the Parker Pen. At the same time, they will be training themselves in the keeping of farm records that make a Fountain Pen essential.

News of the contest from time to time has appeared in the columns of Farm Papers and rural newspapers.

All this offers a golden opportunity for Parker dealers to win these boys and girls to their stores by tieing up with the contest.

Remember, the farm children of today are the men and women of tomorrow. Show an interest in their activities now by featuring this contest in your windows, and they will be your friends in the years to come.

The details of the contest as announced by the National Committee on Boys and Girls Club Work are:

"Any boy or girl 4-H Club member keeping a farm account record during 1931 is eligible to compete in this contest for two national scholarship awards and 96 state prizes. A complete account of the business of the farm must be kept by each contestant for a period of eight months, beginning March 1 and ending October 31, 1931.

"Each boy or girl club member who does the most outstanding work in keeping farm man-

agement records in their respective state will be awarded a pen and pencil gift or desk set. The reserve state winner will receive a fountain pen. The records of the state champions will be judged by a committee of state club leaders who will select two national winners.

"The national winner will receive a \$400.00 agricultural college scholarship and the reserve national winner will be awarded a \$100.00 agricultural college scholarship.

"The winners in this contest will be announced in December, 1931. The scholarships shall be used within one year of the date of award except where the winner may be a regular attendant at school. Club members desiring more information relative to this contest may secure full details by writing to their state club leader or county extension office."

A fifteen dollar (\$15.00) Parker Duofold (Guaranteed for Life) Pen and Pencil Gift or Desk Set is offered to the most outstanding boy or girl in each state who is determined to be the winner in the farm record keeping project.

A five dollar (\$5.00) Parker Duofold (Guaranteed for Life) Fountain Pen is offered to reserve-state winning 4-H Club member in the same project.

The records of the state winners will be judged by a committee of state club leaders and two national winners shall be determined. The national winner will receive a \$400.00 agricultural college scholarship and the reserve national winner will be awarded a \$100.00 agricultural college scholarship, both contributed by the Parker Pen Company.

a new Parker Electric Sign

Plate Glass Front

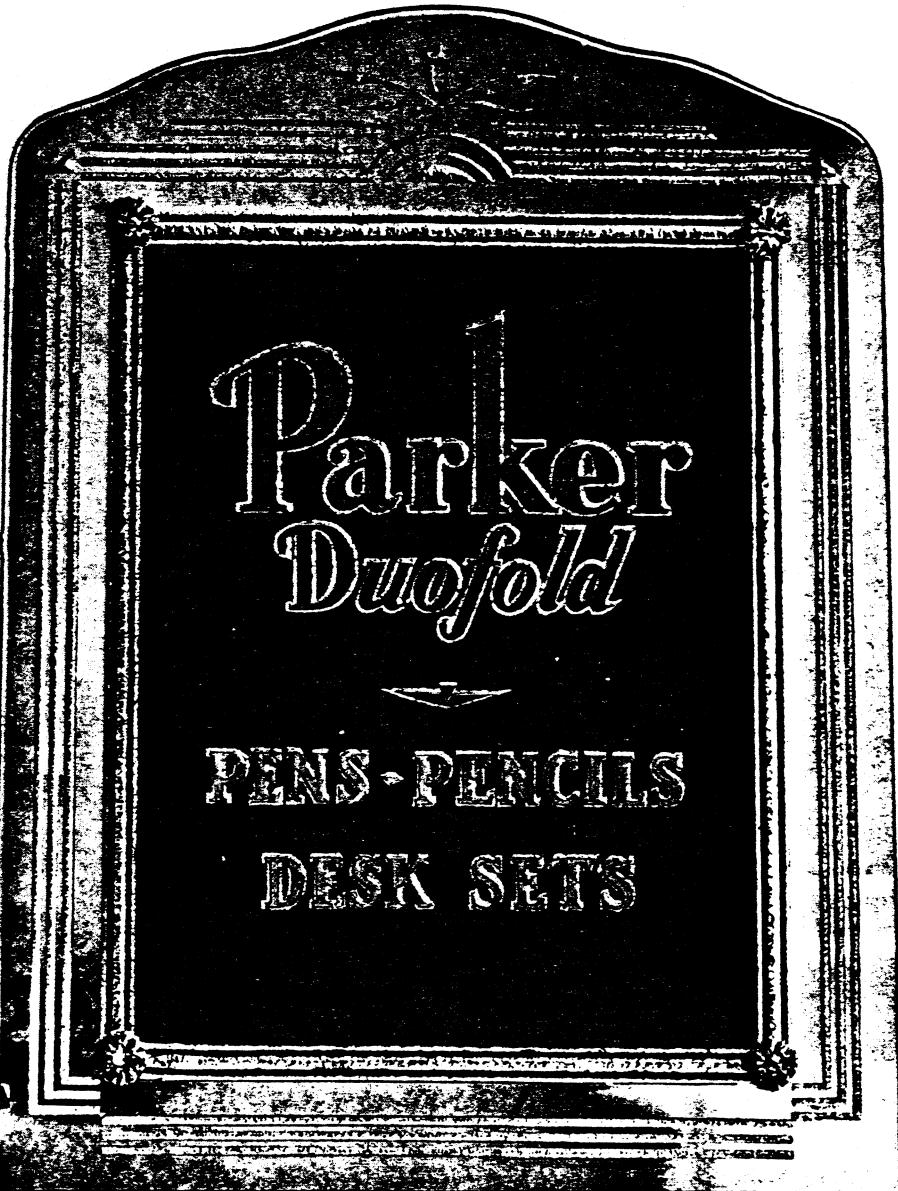
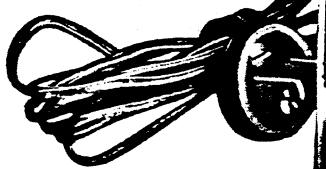
◆
Border Design
and outline of
lettering
etched and
filled with
silver.

◆
Transparent
Border

◆
Background of
glossy black

◆
Size 10x13x4

◆
Cord and plug
included



for Window or Counter Use

Identify your store as Parker Headquarters. Call attention to your display case, to the merchandise you have on display. Handsome in design, with a plate glass front, etched and filled with silver and a jet black centerpiece with the lettering in colors, this sign will truly add to the attractiveness of your window.

It's operation is very inexpensive — it uses an ordinary light bulb, 8 ft. of cord and a plug are included.

To enable you to get this sign at cost we are making this generous offer. Simply buy one \$5.00 Junior Duo-fold Pen at the full retail price, no discount, and we will send you the sign free. Express charges are collect. When you sell the pen you have your \$5.00 and the sign has cost you nothing. A convenient space has been allowed on the enclosed order blank for you to order this sign. Do it now and put it to work for you at once.

MOTHER - you simply must get him a pen

*Since he started to school
mine is never about
when I want it*



While Parker Duofold owners do not share the general aversion to lending (because no hand distorts this miracle point), yet to deprive them of their pet pens is carrying a good thing too far.

But if parents don't supply enough pens to go around, how can a fellow learn the three R's, especially when two of them—riting and 'rithmetic—depend on having a good pen and pencil?

With school days here again, let's keep everybody happy—those who learn as well as those who earn—by assembling at the nearest Parker Pen counter.

Let's note especially that Parker Duofold Pens are all Guaranteed for Life, even the Duofold Jr. or Lady Duofold at \$5. You'll find pens of other makes priced 50% higher that have 22% to 69% less ink capacity. And none has Parker's Pressureless writing point, Invisible Filler and streamlined style—"America's shapeliest"—with Patented Clip that lets the Pen or Pencil set low and unexposed in the pocket, or without bulge in handbag.

Come on, School Days—Duofold's ready to go! Get every son and daughter a Parker Duofold Pen and Pencil Set, so they'll be ready, too. Ask to try Parker's new Ball point—smooth as a ball bearing.

Parker Duofold

PEN GUARANTEED FOR LIFE • \$5 • \$7 • \$10

Other Parker Pens, \$2.75 to \$3.50; Pencils to match them all, \$2 to \$5

The Parker Pen Company, Janesville, Wisconsin. Offices and Subsidiaries: New York, Chicago, Atlanta, Buffalo, Dallas, San Francisco; Toronto, Can.; London, Eng.; Berlin, Germany